



WOTV – Grand Rapids, MI

Issues Report

Fourth Quarter 2011

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

October - December 2011

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

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| • ABC World News with
Diane Sawyer | Monday – Friday | 6:30 - 7:00 P.M. |
| • World News | Saturday and Sunday | 6:30 - 7:00 P.M. |

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

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| • Good Morning America | Monday – Friday | 7:00 - 9:00 A.M. |
| • Good Morning America | Saturday | 8:00 - 9:00 A.M. |
| • Good Morning America | Sunday | 8:00 - 9:00 A.M. |

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: College Access Mural PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of a college degree and how we all can have access to it if we have the desire to better ourselves.

2. Program: "I'm Home" Foreclosure and Prevention PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers how they can keep their homes. If they need help there are programs to help avoid foreclosure before it happens.

3. Program: "Big Brothers/Big Sisters - Mentoring" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of mentoring young people and how you can make a difference in their lives.

4. Program: "Get the Facts - Charter Schools" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of Charter Schools and how they can make a difference in the lives of young students.

5. Program: Maranda Where You Live
Date Aired: October 8, 2011
Length: 2:10
Summary: Maranda spoke with admissions representatives from Ferris State University regarding tests that high school students should be taking to prepare for college. They gave tips and advice to get students on track for entering higher education.

6. Program: Maranda Where You Live
Date Aired: October 15, 2011
Length: 2:00
Summary: Grand Rapids Public Schools and the Grand Rapids Art Museum have teamed up to integrate a stronger arts curriculum in the elementary schools. Grand Rapids Art Museum creates materials for the teachers to teach kids about artists and periods in history. Then, students visit the Museum on a fieldtrip to enhance their learning.

7. Program: Maranda Where You Live
Date Aired: October 22, 2011
Length: 2:30
Summary: Helen DeVos Children's Hospital holds a Siblings Class for children who are about to become a brother or sister. Our cameras followed a family through the class where the child learned how to change a diaper, swaddle a baby, hold and baby and be a big helper once their sibling arrives.

8. Program: Maranda Where You Live
Date Aired: October 22, 2011
Length: 2:00
Summary: Bethany Christian Services provides foster care and adoption options for families. Maranda spoke with a representative to educate families on myths and truths when it comes to adoption and how it is something that can bring so much joy to children and families.

9. Program: 24 Hour News 8 @ 6pm
Date Aired: November 4, 2011
Length: 2:02
Summary: Matt's Safe School Law about bill named after student who committed suicide due to bullying

10. Program: Maranda Where You Live
Date Aired: Saturday, December 10, 2011
Length: 2:00
Summary: Grand Rapids has a new charter high school that is focused on aviation and aviation mechanics. For students who are interested in the world of flight, it's a unique program that teaches a regular curriculum, but also has courses aimed at preparing kids to go into careers in aviation.

11. Program: 24 Hour News 8 @ 6pm
Date Aired: December 18, 2011
Length: :19
Summary: Homeless Students - 31,000 students in the state of Michigan

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: "Tops Weight Loss" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of maintaining a healthy weight and what you can do to shed those unwanted pounds.

2. Program: "Play it Safe" Orthodontist Message PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of playing it safe when you wear braces especially when you are involved in sports.

3. Program: "Take Control Obesity Action" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of obesity and the importance of managing and controlling of your weight.

4. Program: "Cancer Support Denim Day" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of supporting people with cancer and raising funds through denim day.

5. Program: "Not for me, For my Brother" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of Narcotics Anonymous and how it can make a difference in the lives of those struggling with substance abuse.

6. Program: "Jingle Bell Run" PSA
Date Aired: December 1, 2011 - December 31, 2011
Length: :30
Summary: Public service announcement informing viewers about the importance of Narcotics Anonymous and how it can make a difference in the lives of those struggling with substance abuse.

7. Program: Maranda Where You Live
Date Aired: October 8, 2011
Length: 1:30
Summary: This segment looked at several health tests that your children should have regularly. A local nurse broke down these tests into age groups and what is recommended to keep kids healthy. These included immunizations, physicals, and dental and eye exams.

8. Program: Maranda Where You Live
Date Aired: October 15, 2011
Length: 2:20
Summary: Fifth Third Bank is again sponsoring the Feelin' Good Mileage Club at schools around West Michigan. This segment looked at a school in South Haven that is participating in the program, which kids students running and walking on their recess and lunch hour. The program gives students special incentives for participating and improves their physical fitness level.

9. Program: Maranda Where You Live
Date Aired: October 15, 2011
Length: 2:00
Summary: Students in Montague Public Schools worked together to break the world record for the most apples eaten at one time. Educators wanted to show students the importance of eating healthy and thought this would be a fun way to involve the kids. Thousands of students all bit into an apple at the same time and they broke the record!!

10. Program: Maranda Where You Live
Date Aired: October 22, 2011
Length: 2:00
Summary: A new kid's gym called Java Gym recently opened in Grand Rapids and Maranda met a group of moms at the facility. It's an indoor playground that encourages kids to be active through play and allows moms to connect with other moms.

11. Program: Maranda Where You Live
Date Aired: October 22, 2011
Length: 1:30
Summary: A wellness coach from Priority Health worked with new mom, Amy Miller, to show her some simple exercises to get her pre-baby body back. She showed her ways to incorporate the baby into her workout routine and using items like a stroller in the exercises.

12. Program: 24 Hour News 8 @ 6pm
Date Aired: November 2, 2011
Length: :32
Summary: Drinking alcohol can lead to higher risk of breast cancer

13. Program: Maranda Where You Live
Date Aired: November 12, 2011
Length: 1:55
Summary: Maranda talked with a local nutritionist about ways to turn your tailgating party into a healthy party. The nutritionist gave our viewers ideas to incorporate healthier options that are still tasty and fun for football season parties.

14. Program: Maranda Where You Live
Date Aired: December 3, 2011
Length: 2:00
Summary: The Holland Aquatic Center is encouraging families to stay active over winter break and holding a Swim With Santa party. Kids can come to their indoor pool and enjoy open swim and have pictures taken with Santa Claus in the pool.

15. Program: 24 Hour News 8 @ 6pm
Date Aired: December 15, 2011
Length: :13
Summary: One of two babies die each week in Michigan due to unsafe sleeping

16. Program: 24 Hour News 8 @ 6pm
Date Aired: December 21, 2011
Length: :48
Summary: Suicide Survivors - New program in West Michigan helping families dealing with the loss

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Perspectives on Veterans Affairs PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the contributions from our Veterans and how we can show our appreciation for their sacrifices.

2. Program: "Replanting our Forests" PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of planting trees to replace those that are gone or harvested for a better environment.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: October 10, 2011
Length: 1:10
Summary: Today was the kick-off for our Salvation Army Angel Tree Campaign asking businesses, schools, churches and organizations to sign-up to be donation sites. It's our goal to collect enough gifts and toys to serve 30,000 children in West Michigan.

4. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 11, 2011
Length: 1:30
Summary: Today was the kick-off for our Salvation Army Angel Tree Campaign asking people to bring their gifts and toys to the more than 400 donation sites. It's our goal to collect enough gifts and toys to serve 30,000 children in West Michigan. It's also the kick-off to the Red Kettle drive which has a goal of more than 1.6 million dollars.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: October 25, 2011
Length: :28
Summary: Officer Slot Fundraiser - Walker Police selling t-shirts to raise money for officer slot's family

6. Program: 24 Hour News 8 @ 6pm
Date Aired: December 1, 2011
Length: :11
Summary: Laughfest open call for Community Showcase in March 2012

7. Program: Maranda Where You Live
Date Aired: December 3, 2011
Length: 1:45
Summary: WOOD TV is sponsoring the Salvation Army Angel Tree Campaign, which encourages families to donate a new toy for a child in need. Maranda spoke with Eva Aguirre Cooper who told more about the campaign and how families can get involved and teach their children about the importance of helping others during the holiday season.

8. Program: Maranda Where You Live
Date Aired: December 10, 2011
Length: 2:00
Summary: Local companies all donated money to help make Christmas brighter for several local families. The companies sent representatives to a local Meijer store and helped families shop for Christmas gifts for their friends and families. These are families who wouldn't be able to afford these gifts without someone else picking up the bill.

9. Program: Maranda Where You Live
Date Aired: December 10, 2011
Length: 2:00
Summary: In the Image is a charity in Grand Rapids that helps connect families in need to warm clothes for the winter season. Maranda encouraged families to donate used coats, boots, hats, gloves and other cold weather necessities.

10. Program: Maranda Where You Live
Date Aired: December 10, 2011
Length: 2:00
Summary: Earlier this summer a local artist visited Maranda's Park Parties and got children involved in making part of his Art Prize 2011 entry. As a thank you to the community, artist Corey Van Duinen went back to each of these cities and donated a sculpture. It was a way to bring the art back to these children and have something on display in their community which they participated in.
11. Program: 24 Hour News 8 @ 6pm
Date Aired: December 11, 2011
Length: 2:05
Summary: We are all familiar with the salvation army red kettles this time of year. But do you know what they help to support all year long? Eva Aguirre Cooper has more from Muskegon on how your dollars help communities in need.
12. Program: 24 Hour News 8 @ 6pm
Date Aired: December 12, 2011
Length: :19
Summary: "Packin Heat" Degage Ministries distributing backpacks filled with winter toiletries, clothing and other items to keep people warm
13. Program: 24 Hour News 8 @ 6pm
Date Aired: December 17, 2011
Length: :20
Summary: Guiding Light Mission preparing Christmas dinner for community wide
14. Program: 24 Hour News 8 @ 6pm
Date Aired: December 18, 2011
Length: 2:00
Summary: You see them out and about every holiday season -- bell ringers for the Salvation Army's Red Kettle Campaign. But do you know who's behind the bell? Many of those volunteer bell ringers are success stories from the many programs the Red Kettle Campaign funds.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: "Runaway Chat: PSA
Date Aired: October 1, 2011 - December 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about a national runaway hotline for teens. There is help out there for anyone who needs it.

2. Program: Maranda Where You Live
Date Aired: October 8, 2011
Length: 3:00
Summary: A home energy auditor met with a new homeowner and walked through the house to look at ways to save money and to make her home safer. They inspected various rooms and appliances including the water heater and furnace and gave recommendations to make the house a safer place for her family.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: October 11, 2011
Length: :15
Summary: Do parents realize there are expiration dates for children's car safety seats

4. Program: Maranda Where You Live
Date Aired: October 29, 2011
Length: 2:00
Summary: Halloween is a fun time of year for kids, but safety is something that needs to be remembered. Maranda spoke with an expert from Safe Kids Coalition that went over important safety tips for parents when it comes to costumes, pumpkin carving, candles and candy.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: November 6, 2011
Length: :23
Summary: Greenville Public Safety Officer hit by drunk driver

6. Program: 24 Hour News 8 @ 6pm
Date Aired: November 15, 2011
Length: 1:35
Summary: Kelloggsville Public School send home letter to parents about children stranger safety

7. Program: Maranda Where You Live
Date Aired: December 3, 2011
Length: 1:00
Summary: The holidays can bring a lot of safety hazards into people's homes. Maranda talked with a fire prevention expert to flag items such as trees, lights and candles, all of which can be dangerous if put up improperly or not tended to correctly.

8. Program: 24 Hour News 8 @ 6pm
Date Aired: December 22, 2011
Length: :33
Summary: Johnson and Johnson recalling Motrin coated caplets